

Destination Newport Committee
April 16, 2015
2:05 P.M.
Newport, Oregon

CALL TO ORDER

The April 16, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Judy Kuhl, Rick Rabourn, and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Dean Sawyer, Council Liaison, Jamie Rand, John LaVeratcus, and Mike Blakely.

INTRODUCTIONS

Everyone introduces themselves.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the March 19, 2015, meeting;
- B. Review of Accounts for March 2015;

MOTION was made by Kuhl, seconded by Clark, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Comcast Spotlight presented a 30-second commercial they had produced to give the Committee a sample of what TV advertising could look and sound like. They discussed the market potential for Newport. The proposal included 400 commercial spots run in various markets for May and June for \$20,000 total which includes the cost of the video production for the spot they showed the Committee designed to reach families and an additional production designed to reach older visitors. If the Committee would like to run the commercial for Sept-Oct 2015 the price would be the same \$20,000.

Oregon Coast Today proposal for the billing error that occur this year was a regular full-page, four month run would be \$1,700. They would be happy to offer this to DNC at no charge if we sign up for a 26-week run in the Oregon Coast TODAY under the package presented by Greg at the March 19 meeting.

Committee reviewed Crosswest Adventures proposal.

Committee reviewed Corvallis Knights proposal for a special promotional night "Crack the Crabs". The Committee liked the idea however the proposal cannot included anything with a value such as tickets. Davis will speak with them and see how the proposal could be modified to meet city rules.

Committee reviewed Sunset Magazine proposal. The committee would like them to come in person in the next fiscal year.

Committee reviewed Meadow billboard near Hamlet. The Committee passed on this offer at this time we are out of funds for outdoor media for this fiscal year.

OTHER

Committee reviewed an application for Surf, Sand, and Symphony program and reviewed their new application for a Tourism Marketing Grant for the 2015-16 season. This would be their third and final year for the Tourism Marketing Grant. They have learned a great deal in working with local hotels and motels to get the process for the program working. Through the efforts of this program they increased sales 9% with an 18% increase in participates coming from outside the region and an increase to local economy impact of about \$130,000.

Jamie Rand of The Newport News-Times presented a video production proposal with Uncage the Soul Video Production. The proposal includes creative development, logistics, visual storyboards, four days of production, aerial footage of the bridge and fireworks, as well as additional Newport content, animated motion graphics, custom soundtrack to develop one 60-second teaser video, one two-minute anthem video, three 30-second TV spot takedowns, five Instagram video takedowns, three 15-second (Instagram) TV spot takedowns, and 25 high resolution photography stills shot in conjunction with the production. Newport will own the all the content in the original soundtrack. Uncage the Soul Video Production, from Portland, is a high-end cutting-edge video production company that has had great success in reaching audiences following social media with a recent Oregon Coast teaser going viral. Their proposal is planning to capture video footage from a drone during the July 4th fireworks display in a 360 degree view of the bridge and bay, as well as views of the Bayfront, Nye Beach, and other significant locations within Newport.

The Newport News-Times will be compensated by Uncage the Soul Video Production for their work with project and brand management. The News-Times will assist in integration of all the deliveries and consistency, and oversee the planning and implementation of the project as a whole. They will line up local actors to participate in various video scenes; produce the script; and handle all the local logistics for this effort. The intent is to make sure that the Destination Newport brand is clear and consistently represented and tied into this work. The work that the News-Times will be doing as a subcontractor to Uncage the Soul Video Production is \$10,000 of the total \$85,000 for this production.

CBS Outdoor sent an available billboard that would start May 4 that the committee might be interested in. The committee passed on this offer since the budget for outdoor advertising is spent for this fiscal year.

DISCUSSION AND ACTION

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

The Committee is interested in running TV commercial with Comcast however the Committee was interested in a higher quality production that included DNC branding. The committee would like to hear a proposal that did not included the production element.

Oregon Coast Today proposal was discussed. The \$1,700 that was offered free does not cover the \$5,000 in overage charged to the DNC during the 2014-15 fiscal year. Davis will speak with Oregon Coast TODAY and ask for a proposal that equals the \$5,000 overage that was paid.

MOTION was made by Clark, seconded by Kuhl, to recommend and approve a Tourism Marketing Grant for the 2015-16 Surf, Sand, and Symphony program in the amount of \$5,000 to the City Council. The motion carried unanimously in a voice vote.

Committee decided to pass on the Crosswest Adventures proposal at this time.

The committee discussed the Uncage the Soul Video Production. The committee is interested doing this in lieu of the large skyscraper ad that has been done in downtown Portland for the last several years at an annual cost of \$87,000. The committee is interested in focusing on video for this fiscal year. The idea if being able to provide Instagram videos for local businesses to use to promote Newport and there business was something that the Committee would really like to pursue.

MOTION was made by Clark, seconded by Rabourn, to approve Uncage the Soul Video Production proposal for \$85,000. The motion carried unanimously in a voice vote.

Next meeting will be May 21, 2015.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:20 P.M.